



B/S/H/



Taking Care of Business

Business Engagement & Building Transformational Relationships

Al Searles – Treasurer, ECWDB

VP Transportation, Smithfield

Tammy Childers – Executive Director, ECWDB

Erin Ananian-Gentile – Career Pathways Specialist, ECWDB

George Kramer – Business Services Consultant

Carol McCormick – Assistant Manager, NCWorks Craven County

Diane LeBlanc – Career Advisor, Veterans, NCWorks Onslow County



Adapted from the BusinessU Business Engagement Bootcamp

Welcome/Purpose

- Build transformational relationships
- Support business operations
- Think like a business
- Provide effective employer service
 - ✓ Market penetration
 - ✓ Repeat business partnerships
 - ✓ Employee retention

What Keeps Employers up at Night?



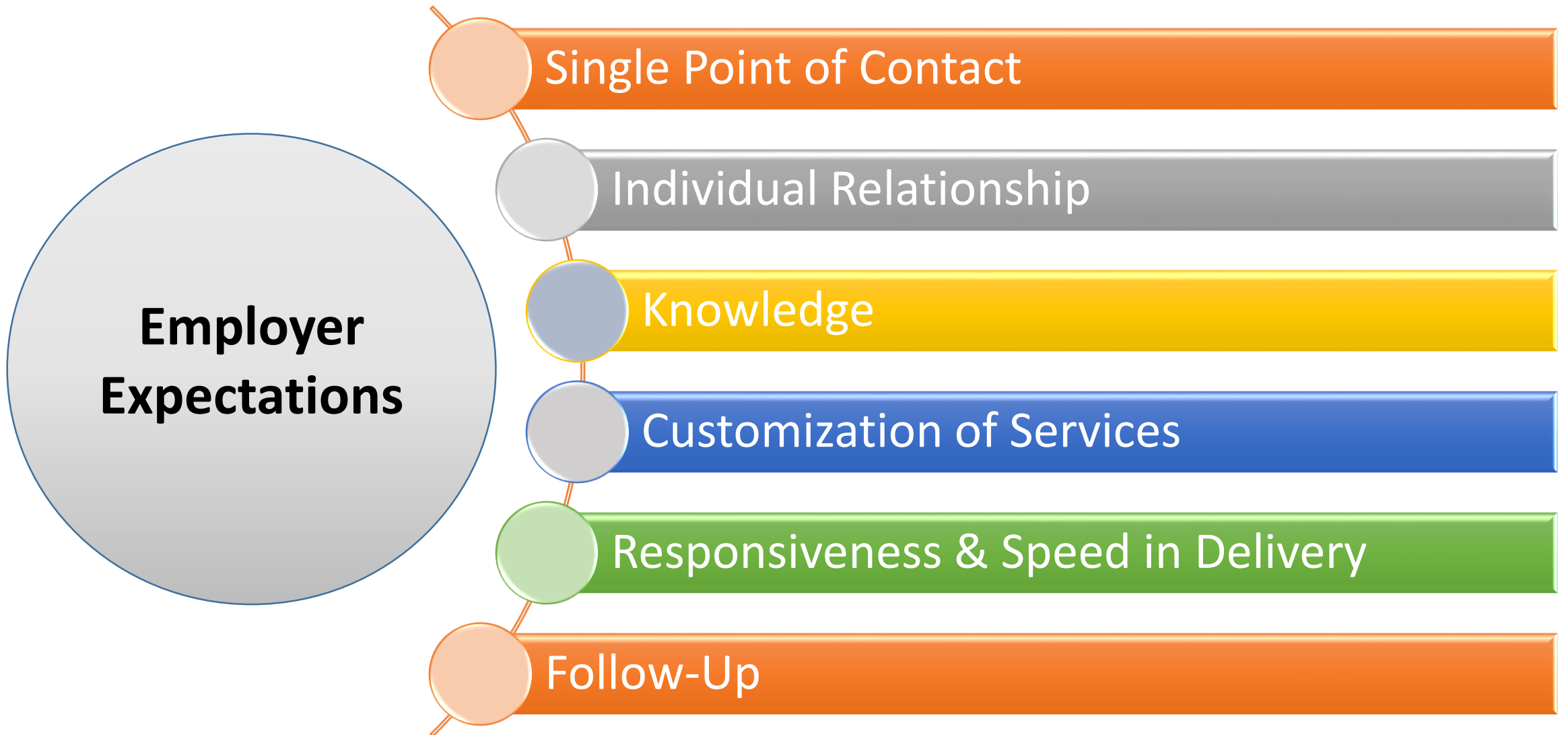
I'm from the government...

Employers & Businesses **may view** the government as:

- Punitive
- Compliance Focused
- Agenda Driven
- Time Intensive
- Requiring Too Much **“Red Tape”** (paperwork)
- Not Understanding of the Needs of Business



“The nine most terrifying words in the English language are ‘I’m from the government, and I’m here to help.’”



Tiffany Jaspers
Business & Economic Development Manager, SC Dept.
of Employment & Workforce

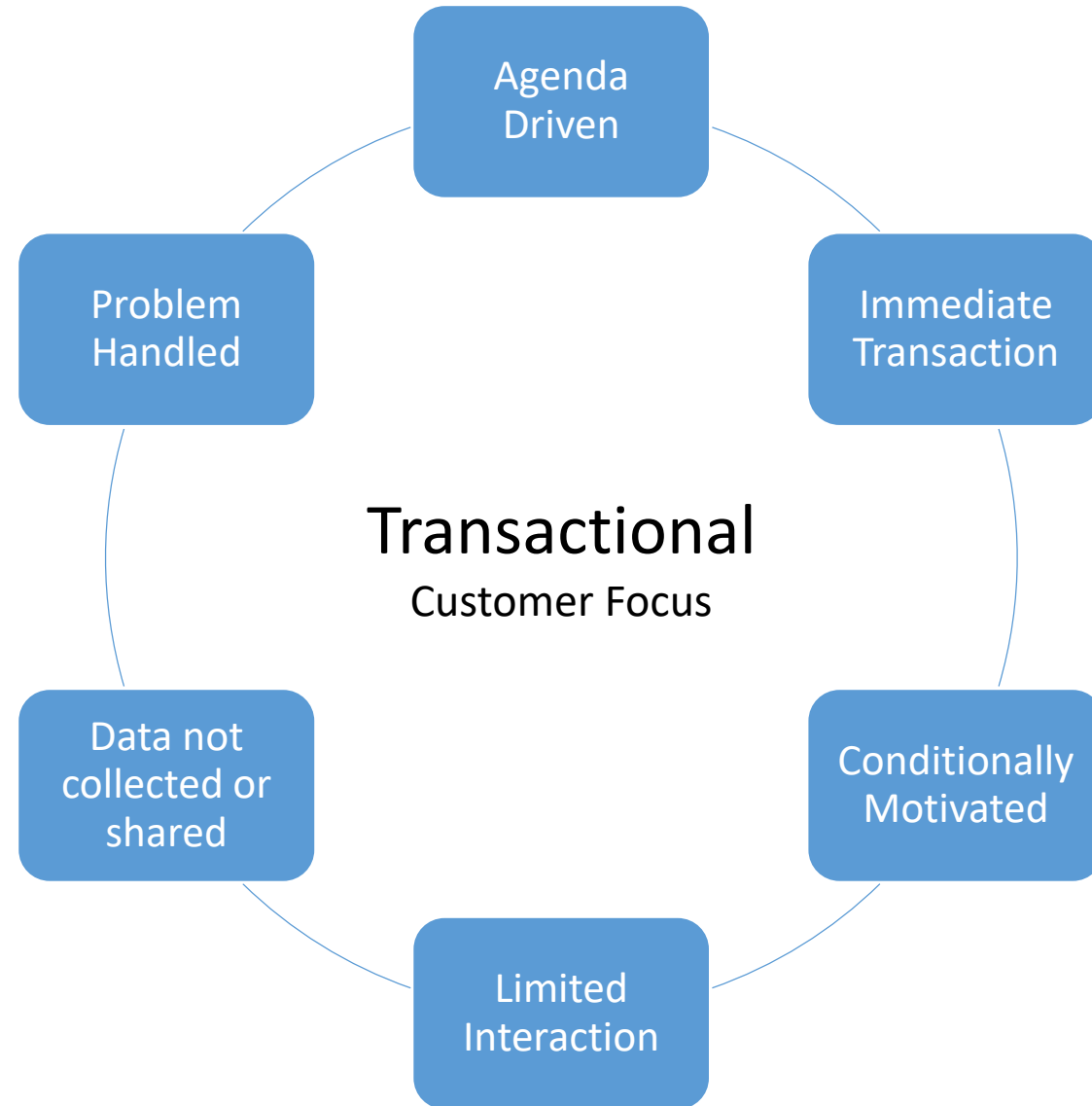
Features vs. Benefits

- Features – factual statements about what we provide
 - ✓ GPS on a car
 - ✓ We provide training for employees
 - ✓ Why is it important for a business (WIIFM)
- Benefits – what business customers will receive from the services we provide
 - ✓ Get from point A to point B in the quickest way, not get lost
 - ✓ Better trained workforce
 - ✓ Increased productivity
 - ✓ Increased profits
 - ✓ Lower turnover
 - ✓ Remain competitive

Closing the Deal

Increasing Interactions

- Build several relationships at businesses
 - ✓ If someone leaves, you still have contacts there
 - ✓ Shows you are interested in the business as a whole
 - ✓ Shows that you understand that people have different needs, strengths
 - ✓ Creates consistency of communication
- Go where they go
 - ✓ Network!
 - ✓ Add measures – How many events will you attend? How many interactions will you have?
How many contacts will you obtain?
- Communicate impact
 - ✓ What happens when people are working?
 - ✓ Make warm transfers to others who can help if you can't



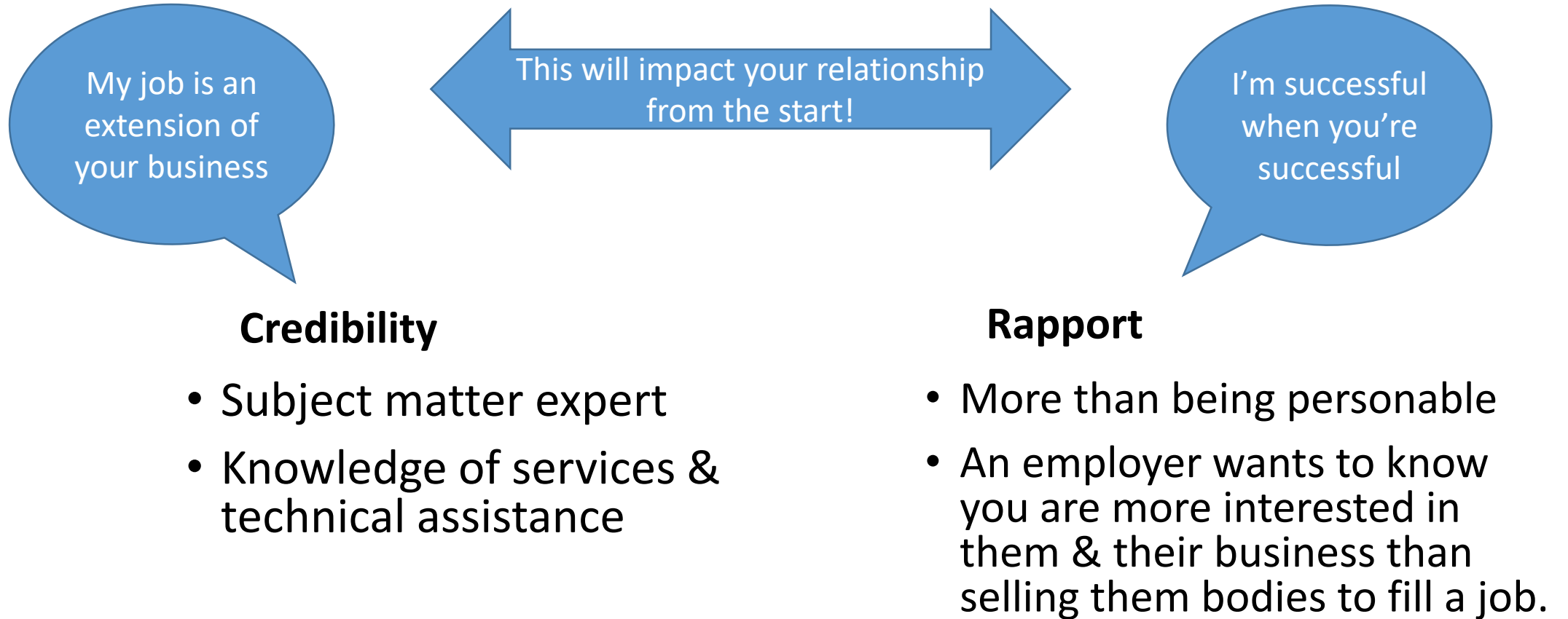
Think about all of the people in your real life who you want to succeed. That's where your network begins...

- Listen
- Ask Questions
- Be Willing to Learn
- Understand Community Partnerships
- Give it Time
- Modify Center Activities to Reflect Community Needs



Why?

Tiffany Jaspers – Business & Economic Development Manager, SC Dept. of Employment & Workforce



Employer Round Tables

- ❖ Employers lead the conversation; moderated by a Champion
- ❖ NCWorks Career Center and ECWDB act as conveners
- ❖ Industry controls the conversation; open forum/free to speak
- ❖ Partners sit behind and actively listen; time for taking notes for future action



Incumbent Worker Training

- ✓ Averts layoffs
- ✓ Lowers turn-over
- ✓ Increases profitability
- ✓ Enhances competitiveness
- ✓ Avoids relocation or consolidation that results in the loss of local jobs
- ✓ Heightens productivity
- ✓ Stronger employee morale
- ✓ Helps employees overcome identified skills gaps

On-the-Job Training

- ❖ Reduces recruitment costs ([Cost of a Hire – ROI Calculator](#))
- ❖ Reduces the cost of hiring a new employee while they are being trained
- ❖ Increases employee retention; helps business remain productive & competitive



Host an employer event

- Before/after hours

Give a presentation

- County Commissioners

Employer Roundtables

- Employer led discussion/Regional Industry

Staff visit to employers

- In absence of manager/or with manager

BSR Teams

- Create teams/become a member

Nancy

Wayne Community College, Associate Degree Nursing (ADN) Program, Class of 2019.

Nancy began with the WIOA program 07/24/2018 and she graduated on May 08, 2019. She was part of the 39 members who passed the National Council Licensure Examination (NCLEX-RN) on their first attempt. She has begun her professional journey with UNC Health-Wayne County Medical Center as an RN in the Medical Surgical Department.



Camden



Coastal Community College, Powerline Technician, 2019

Camden was coming to the end of his enlistment with the United States Marine Corps when he enrolled via the WIOA - Military Employment Enhancement Grant Program. During his participation in the Powerline Technician Program, he was offered a job with The Davey Tree Expert Company to begin upon is completion of his USMC contract. He began work in June of 2019.

Crissy



Working at Craven County NCWorks Career Center has been a blessing for me. I can relate to the stress and financial hardships that an individual goes through when they are terminated without just cause. I was let go from my job of 13 years earlier this year and it could have put me in a dark place. Instead, I got up, brushed myself off and went on to find a place where I fit in. I found Craven County NCWorks Career Center and that is the right place with great people to bring my infectious personality. I have interacted, assisted and influenced countless people displaced from their jobs. I personally assist job seekers that may lack the computer skills to search for employment when they are at a cross roads in life. I was truly blessed when I called Craven County NCWorks Career Center and Sandra McKinney told me that she was glad I called and she remembered me and my story. She told me that they had an opening and that I would be a great fit for the agency. Now I have a chance every day to bring happiness, professionalism and the opportunity to influence individuals.

Crissy Collins

Craven County NCWorks Career Center, New Bern

Melvin



James Sprunt Community College, A.A. Business Administration,
Work Experience at NCWorks Career Center Duplin County

During his program participation, Melvin learned crucial customer service and administrative skills needed for a front desk position. He performed duties such as; answering and directing calls, welcoming clients into the Center in a friendly manner, and assisting clients in the Computer Resource Center (CRC). After graduating in May, 2019, Melvin was presented with an excellent opportunity to work in the Duplin NCWorks Career Center in a new temporary position as a Customer Service Representative covering the front desk and CRC. He had all the right skills to perform the job. In addition, one of the key preferred requirements was to be bilingual in English and Spanish. It just so happens that Melvin Sabillon, puede hablar español muy bien, and was a perfect fit for the position.

Chelsea

Lenoir Community College, CNA I, 2019

Chelsea began in the WIOA Youth Program as a 16 year old single mother. She earned her HSED, but had difficulties maintaining a stable place to live. During a work experience through the program she was offered a full time, unsubsidized position but was able to overcome her barriers. She enrolled in CNA I training in April of 2019 and plans to continue her education in the Health Care field.



Thank You!!!